MONITORING WOMEN EXPERTS IN GHANA

2024 REPORT

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Introduction

Gender inequality remains a global issue that requires a multifaceted approach to bridge the existing gaps. While it is important to deal with the gaps, identifying places where it is happening plays an important role. In this context, understanding the platforms where gender inequality is perpetuated becomes essential to addressing the issue holistically. Indeed, the role of the media cannot be underestimated in highlighting gender inequality. However, while the media is a powerful tool for raising awareness, its influence is not always entirely positive. While the media continues to play its role in reporting and also educating the general public, the media has been observed as implicit either knowingly or unknowingly in contributing to gender inequality.

The Ghana Women Expert project has been monitoring the number of women interviewed as experts and authority figures in the media since 2021. The project aims to highlight the gender gap by drawing attention to the under-representation and misrepresentation of women in media. This report is the third in a series of reports that have been published to highlight the inequity in women's representation in Ghana's media. According to a publication by Afrobarometer data, more than 9 in 10 (92%) Ghanaians rely on radio for news and about 4 in 5 (83%) rely on television for news. Given the role media plays in creating awareness, setting agenda and influencing opinions coupled with the number of Ghanaians who rely on radio and television for news, the representation of women as interviewees, experts, presenters and correspondents to some extent has a role in reducing the gender disparity gaps in order to positively influence other spheres of society towards greater gender equality.

This project aims to assess women's representation in selected media houses in Ghana, the time allocated to women interviewees and subject matter experts. Through this analysis, the study seeks to enhance the understanding of gender representation and women's involvement in media discussions in Ghana.

Who is an expert?

Within the context of this project, an expert is defined as any person interviewed because of their knowledge or authority on a subject matter. Experts include politicians and spokespeople, and professionals. E.g., MPs, local government officials, nurses, teachers, academics and public relations officers.

Summary of key findings

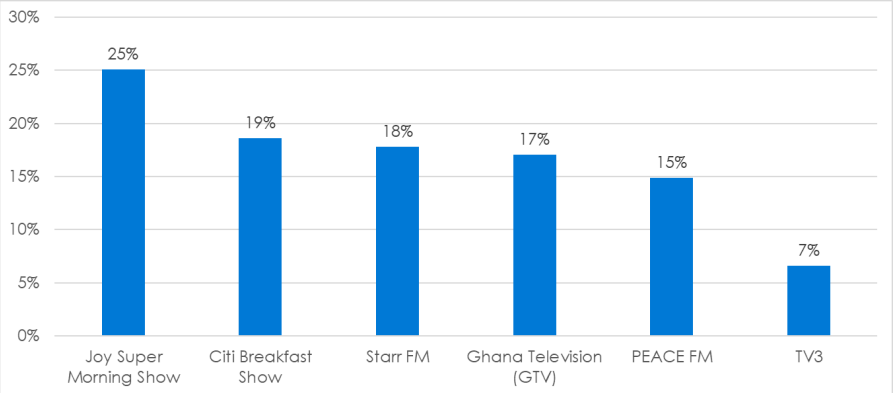
- Gender Distribution of Interviewees: Women were under-represented across all media houses, with an average of only 15% female interviewees. Representation of women experts interviewed across the media houses declined over time from 18% in February to 10% in June 2024.
- Representation of Women Experts: Only 14% of the experts interviewed were women, with the highest under-representation at TV3 (3%) and Peace FM (8%).

- Assessment of Women Presenters: Women comprised just 24% of presenters, with GTV being the only media house where female presenters outnumbered males (60%).
- Equality and Equity in Time Allocation: Men received more airtime overall, though some media houses like Citi FM showed greater equity, with women receiving comparable or more time per interviewee.

Main Findings

During the five (5) month period of our observation exercise, a total of 1749 interviews were observed and reported. The "Joy Super Morning Show" recorded the highest number of interviews (439) representing 25% of the total number of interviews. The Citi Breakfast Show recorded the second highest number of interviews and TV3 recorded the lowest number of interviews (115) representing 7% of the total interviews (Figure 1).

Figure 1: Total interviews monitored between February to June 2024



Gender distribution of interviewees across media houses monitored

Our findings reveal a significant under-representation of women who were interviewed across all the media houses monitored from February to June 2024. On average, only 15% of the interviewees across all the media houses monitored were women. This indicates that, for every 17 male interviewees, only 3 women are interviewed representing a ratio of 17 males to 3 females.

Ghana Television (GTV) recorded relatively the highest (30%) representation of female interviewees (*ratio of males to female interviewees is 7*:3) followed by Joy FM's Super Morning Show and Starr FM both had only 15% women representation (*proportion of male to female interviewees is 17:3 for each media house*). At Citi FM on the Citi Breakfast Show the ratio of male to female interviewees was 9:1; which suggests that for every 9 male interviewees, only 1 female was interviewed. At Peace FM on the Kokrooko morning program, the proportion of male to female interviewees is 23:2 (8%) meaning, for every 23 male interviewees, there are 2 female interviewees.

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TV3 however recorded the lowest female representation on this score with only 3% of interviewees being women. In ratio terms, this indicates that, for every 32 male interviewees, only 1 female is interviewed. See Figure 2 below for details on the percentage of women who served as interviewees across the six (6) most listened/watched media houses during morning media programs. In reference to Figure 3, women's representation as interviewees during the morning programs of the 6 media houses monitored was highest in February 2024 at 18% and declined steadily from March (16% representation) to 10% in June 2024.

Figure 2: Women presentation as interviewees across media houses monitored | 2024

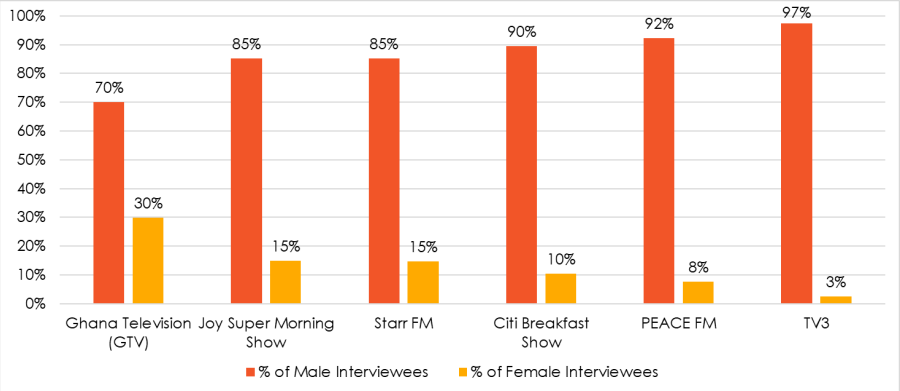

Figure 3: Distribution of Interviewees per media house by Gender by Month

Representation of women experts interviewed across media houses

Out of the total 1,748 interviews that were monitored and reported, 1,621 (representing 93%) were conducted with experts. As previously defined, an expert is any person interviewed because of their knowledge or authority on a subject matter. Our analysis of the data revealed that only 14% (representing 227 out of the 1621 experts interviewed) of the experts interviewed were women. This means that the ratio of men to women among the experts interviewed is approximately 6 to 1, indicating that for every 6 male experts, only 1 female expert was interviewed.

In 2021, only 9% of the experts interviewed were women, indicating that for every 10 male experts, only 1 female expert was interviewed. By 2023, this figure rose to 12%, meaning that for every 7 men, 1 woman expert was interviewed. In 2024, the proportion increased to 14%, indicating that for every 6 male experts, only 1 female expert was interviewed, reflecting a gradual improvement in gender representation over the three-year period[1].

Despite the improvement in terms of the overall average women representation over time, women experts continued to be significantly under-represented across all the media houses monitored, with the highest under-representation at TV3, where only 3% of the experts interviewed were women (representing a ratio of approximately 32 male experts is to 1 female expert). At Peace FM, approximately for every 11 male experts interviewed, only 1 female expert was interviewed. At Starr FM and on Citi FM's Breakfast Show, only 1 in 10 expert interviews were with women (representing a ratio of 9 male experts is to 1 female expert).

Comparatively, the highest representation of women experts who were interviewed was observed at GTV's on "Key Points" morning show with 30% (indicating that for every 7 male experts, 3 female experts were interviewed) of the experts being females. GTV was not included in the earlier research and it made a significant different to the ratio when they were examined. The media house with the second highest female experts' representation was Joy FM's on the "Joy Super Morning Show" where 15% (64 out of 426 experts interviewed) of the total experts interviewed were female experts. This means that on the Joy Super Morning Show, for every 6 male experts, only 1 female expert was interviewed. See the charts below (Figure 4) for further details.

Figure 4: Women expert interviews across media houses monitored

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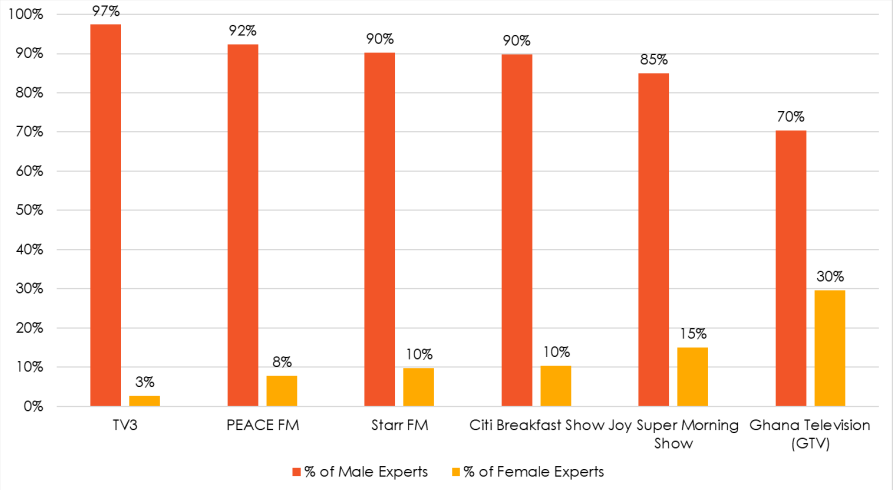
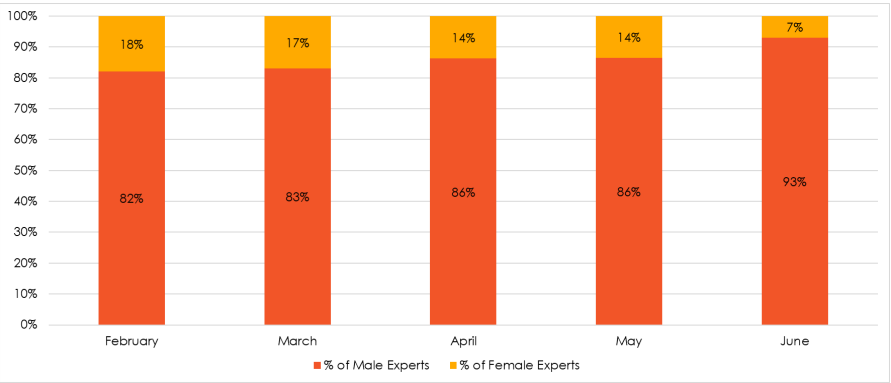
[1] It is however worth mentioning that, GTV was not included in the earlier research and it made a significant different to the ratio when they were examined in 2024.



Overall, the representation of women experts interviewed declined over time, from February to June, across most of the media houses monitored, as shown in the chart below (Figure 5).

Figure 5: Women experts under-representation worsened over time

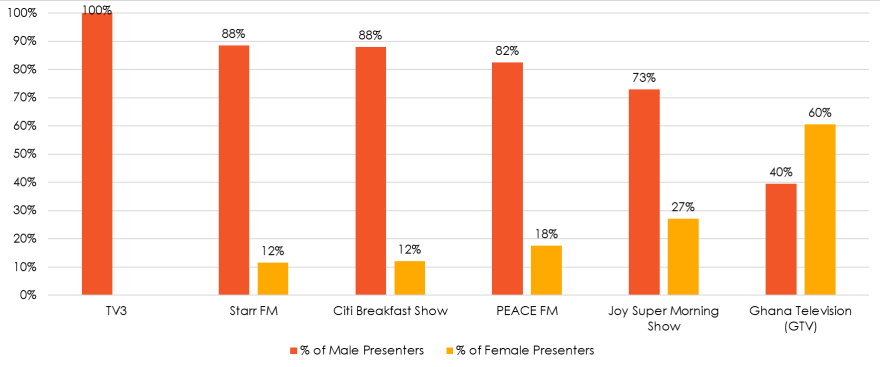


Assessment of women presenters in the media houses monitored

The under-representation of women in the media, specifically across the monitored media houses, extended beyond their roles as interviewees or experts to include their appearances as morning show presenters. The five months of data gathered from the six media houses revealed a significantly skewed representation of women presenters across these [arguably] most-watched and listened-to media outlets in Ghana. Of the 577 presenters observed, only 141, or 24%, were women. GTV's Breakfast Show recorded the highest percentage of women presenters at 60%,

marking the only instance during the review period where female presenters outnumbered males in any category observed. In contrast, all other monitored media houses exhibited varying levels of under-representation of women as presenters, as shown in the chart below (see Figure 6).

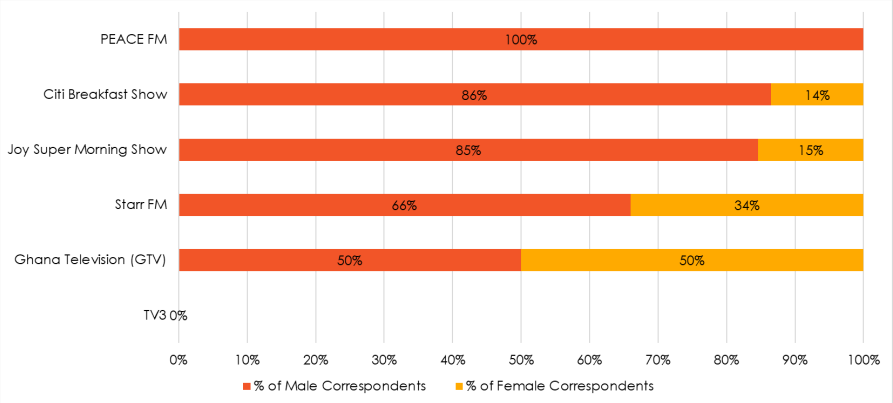
Figure 6: Women representation as presenters across media houses observed



We also monitored the number of journalists and reporters who covered or reported on specific topics, regions, or events for the media organizations selected for this study. Similar to other observations, our analysis revealed a significant under-representation of women as correspondents. With the exception of GTV, which ensured equal representation of both male and female correspondents, all other media houses showed an under-representation of female correspondents during the programs observed.

For the purposes of fair analysis, it's important to note that GTV had only four correspondents, Peace FM had two, and TV3 had none. These low numbers may have influenced the representation of women, either positively or negatively, as shown in the chart below. However, Starr FM, Citi FM, and Joy FM had a significant number of correspondents, making their data more indicative of gender distribution among media correspondents.

Figure 7: Gender distribution of media correspondents across the selected media houses



Assessment of equality and equity in time allocation

There has been a significant under-representation of women as interviewees, interviewers, and subject matter experts across the monitored media houses during the review period. The charts below provide additional information detailing the significant differences in time allocated (in minutes) to male and female experts during the monitored programs. While Figure 8 illustrates the inequality in time allocation to male and female expert interviewees, resulting from the overall inequality in women's representation across the media houses, Figure 9 indicates some level of equity in time allocation.

Figure 8a: Assessment of equality in time allocation (in minutes) between male and female interviewees

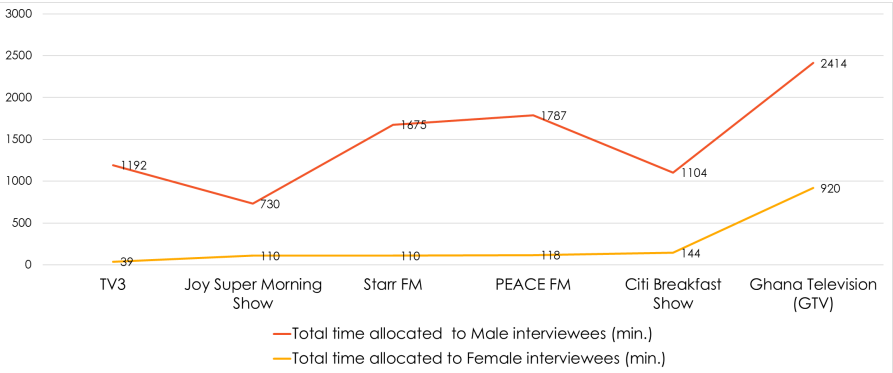


Figure 8b: Assessment of equality in time allocation (in hours) between male and female interviewees

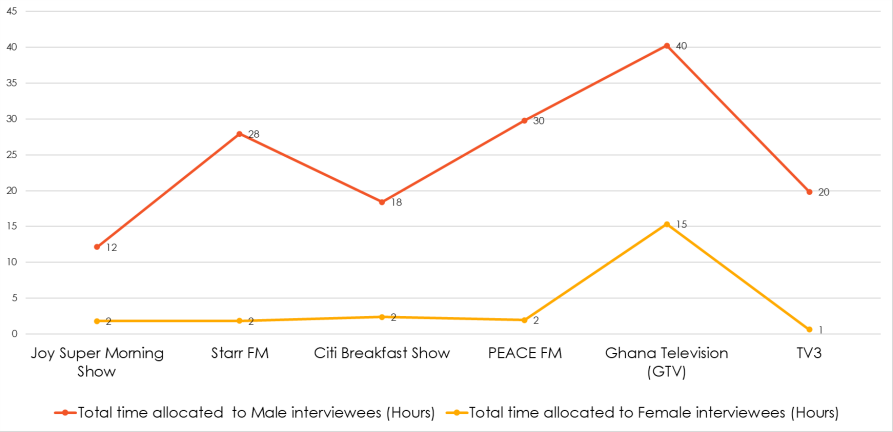
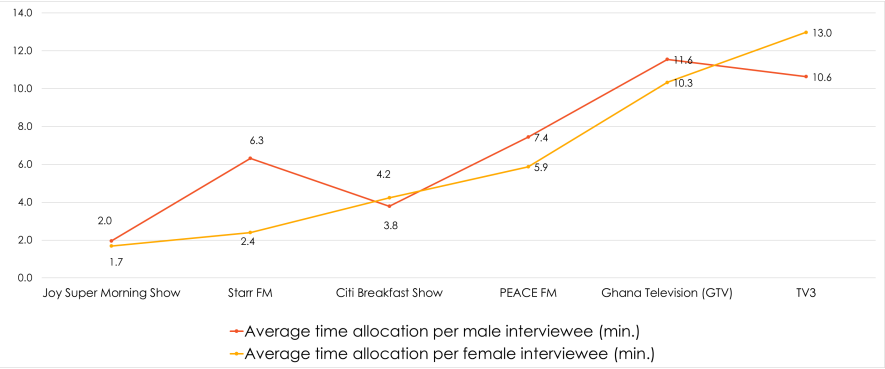


Figure 9: Assessment of equity in time allocation between male and female expert interviewees



In terms of equality, it is evident that women are significantly under-represented as interviewees and experts, with a total of 257 female interviewees compared to 1,491 males across the monitored media outlets. This stark difference shows that women are given far fewer opportunities to share their perspectives or expertise in the media. The total time allocated to female expert interviewees (1,441 minutes equivalent to 24 hours) is also much lower than the 8,902 minutes (equivalent to approximately 148 hours) given to male interviewees during the 5-months period (February to June 2024), further reflecting a lack of equal opportunity for women during media discourse. However, Figure 10 provides a contextual analysis of the average time allocation to each expert interviewee for the 5-months of data gathered from the 6 most listened-to and or watched media houses in the country.

More specifically, when examining equity, however, some level of nuanced picture emerges. That is, although women are generally under-represented, the average time allocation per expert interviewee suggests some degree of effort toward ensuring equity. For example, on the Joy Super Morning Show, the average time

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allocated to male experts on the program in 2024 is 2 minutes whereas the average time allocated to female experts on the program is 1.7 minutes (that is, 1 minute and 42 seconds) as shown in Figure 9 above. The average time allocation to female experts was slightly higher at Citi FM with an average time of 4.2 minutes as compared to 3.8 minutes for male experts on the program. Similarly, the wide gap observed between the number of male and female expert interviewees at Peace FM and TV3 also reduced when it is viewed through the lens of the average time allocation to male and female experts on the programs. Comparatively, the widest variation in terms of the time allocation (in minutes) was observed at Starr FM where male experts were given 3 minutes and approximately 54 seconds more time than their female counterparts.

Despite the reduction in the observed gaps or inequality, the conclusion remains that women who serve as experts during media discussions are allocated relatively less time compared to their male counterparts.

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Assessing the shifts in female expert representation from 2021 to 2024

It is worth noting that, some media houses/ program that were monitored in 2021 were omitted from the study in subsequent years, an example of such media houses is Joynews' PM Express program. Similarly, TV3's Key Point program was monitored and reported on in 2021 but was dropped in the 2023 study and returned in 2024. Given the absence of a public broadcaster in the study, Ghana Television (GTV) was added to the list of media houses to monitor in the 2024 study. Given these dynamics, there is a need to assess the trend analysis from 2021 to 2024 for all the media houses that have participated in the study during the 3-year period for purposes of establishing change over time if any. Figure 10 below provides a detailed trend analysis for each media house/program that has been monitored over the past three years.

In terms of overall comparison for programs that have participated in the study since 2021, we have observed a decline in female experts' representation for TV3's Key Point program from 2021 to 2024 from 9% to 3%. This indicates that the ratio of men to women among the experts interviewed on TV3's Key Point program worsened from approximately 10 to 1 in 2021, to 32 to 1 in 2024.

Female experts that were interviewed on Peace FM's Kokrooko program increased from 6% (*for every 17 male experts interviewed, only 1 female expert was interviewed*) in 2021 to 9% (*for every 11 male experts, 1 female expert was interviewed*) in 2023. However, there was a slight decline from 9% in 2023 to 8% (*for every 12 male experts interviewed, only 1 female expert was interviewed*) in 2024.

Starr FM recorded a marginal decline in 2021 from 11% of female experts who were interviewed on the Morning Star program to approximately 10% in 2023 and and 10% in 2024.

At Citi FM, female experts interviewed on Citi FM's Citi Breakfast Show (Citi CBS) increased from 10% (*for every 9 male experts interviewed, 1 female expert was interviewed*) in 2021 to 13% (for every 7 male experts, 1 female expert was interviewed) in 2023, but then decreased back to 10% in 2024.

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Comparatively, Joy FM's Super Morning Show has recorded most encouraging improvement in women representation over time, that is from 2021 to 2024. Specifically, there has been a steadily improvement in terms of female experts' representation on their programs from 8% in 2021 to 13% in 2023. Female experts' representation improved further from 13% in 2023 to 15% in 2024. In terms of ratio, this means that the representation improved from approximately 12 to 1 in 2021, meaning that for every 12 male experts interviewed, 1 female expert was interviewed, to about 7 to 1 in 2023, where for every 7 male experts, 1 female expert was interviewed. By 2024, the ratio improved further to 6 to 1, indicating that for every 6 male experts interviewed, 1 female expert was interviewed.

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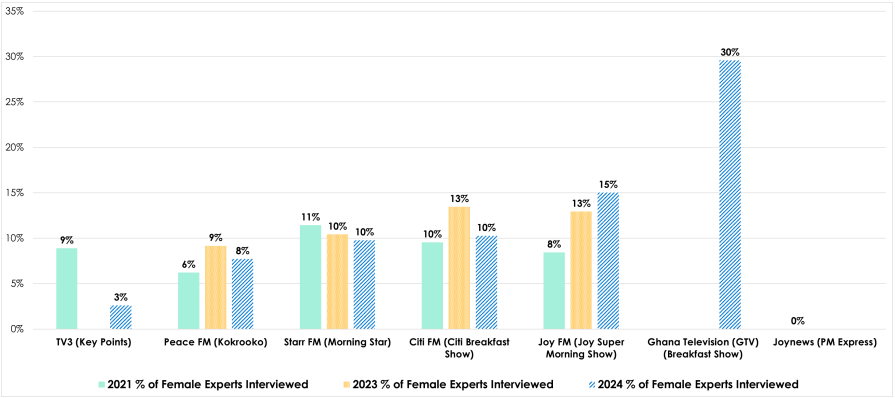
As mentioned earlier, GTV's Breakfast Show was introduced in the 2024 study, so there is no historical data available for a trend analysis. However, their notable performance in female expert representation presents a valuable opportunity for comparison in future studies. On the other hand, Joynews' PM Express was excluded from the study after 2021.

Figure 10: Comparative analysis of female experts interviewed across media houses monitored.



Conclusion

The data collected from six major media houses over a five-month period (February to June 2024) reveals a pervasive under-representation of women across multiple facets of media participation. Women made up only 15% of all interviewees, with their representation declining steadily from February to June. Even more strikingly, only 14% of the experts interviewed were women, indicating a significant gender disparity in recognizing women as authorities on subject matters. This under-representation was particularly acute in TV3 and Peace FM, where women experts constituted only 3% and 8% of the experts interviewed, respectively.

The gender disparity extends beyond interviewees and experts to the presenters and correspondents in these media houses. Only 24% of the presenters across the monitored media were women, with GTV standing out as the only outlet where women presenters outnumbered their male counterparts. The analysis of

correspondents further highlights this imbalance, with women significantly under-represented in all but GTV.

While there were efforts toward equity in the time allocated per interviewee, as shown in some cases like Citi FM, where female interviewees were given more time on average than their male counterparts, the overall picture remains one of inequality. Women, whether as interviewees, experts, or presenters, were consistently allocated less time than their male counterparts, reinforcing their marginalized presence in media discussions. These findings underscore the need for a concerted effort to address gender disparities in media representation, ensuring that women's voices are not only heard but given equal weight and consideration across all platforms.